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My theme in preparing for this presentation:

“Do what you can, with what you have,  
where you are.”

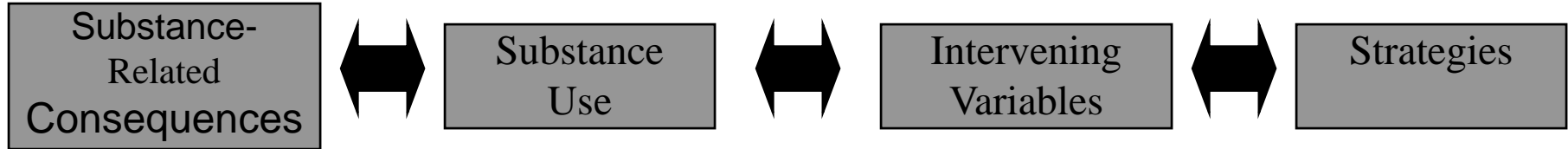
-Theodore Roosevelt

LINKS TO ALL OF THE PROGRAMS,  
INITIATIVES, AND OTHER  
RESOURCES CAN BE FOUND AT  
[www.mcrud.org](http://www.mcrud.org)

# SPF SIG Michigan Community Logic Model

## Reducing Alcohol-Related Traffic Crash Deaths in Michigan Communities

(Underage)



<p><b>Alcohol – Related Traffic Crash Deaths</b></p>	<p style="text-align: center;"><b>Underage (under 21)</b></p> <ul style="list-style-type: none"> <li>•Binge Drinking</li> <li>•Drinking and Driving</li> <li>•Driving While Impaired/ Intoxicated (interaction between alcohol and licit and/or illicit drugs)</li> <li>•Riding with Impaired Driver</li> <li>•Pedestrian drinking</li> </ul>	<ul style="list-style-type: none"> <li>•<b>Economic Availability</b> – price, unlicensed sales, drink specials, internet sales</li> <li>•<b>Retail Availability</b> – retailers’ responsibility/ accountability, location, responsible beverage services, outlet densities, hours and days of retail sale, size of container/serving size, security and product display placement in retail stores</li> <li>•<b>Social Availability</b> – parental supervision/network, festivals, graduations, weddings, funerals, seasonal recreational activity (e.g. hunting, snowmobiling, boating), office parties, sporting events, concerts, social and cultural events, private residences, unlicensed parties</li> <li>•<b>Enforcement and Adjudication</b>—enforcement, perceived enforcement, consequences, perceived consequences, enforcement by educational institutions, adult providers, Social Host liability</li> <li>•<b>Promotion</b> – variety of advertising, frequency of advertising, targeted promotion and products, product placement in youth oriented media, location, drink specials, sporting events, glamorization of drinking in media</li> <li>•<b>Social Norm</b> –family, community, and cultural history, neighborhood stability and attachment, parental attitude, rite of passage, perceived peer pressure, age of first use, internet, parental approval of social drinking, seasonal recreational activity (e.g. hunting, snowmobiling, boating)</li> <li>•<b>Mediating resources</b> – alternative transportation, prevention and effective early intervention services, youth specific substance abuse prevention and treatment availability, ATOD education</li> <li>•<b>Laws and Policies</b> – state and local ordinances, school policies, Social Host liability</li> </ul>	<p style="text-align: center;"><b>TBD</b></p>
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***How do we determine if the strategy we are considering is trying to accomplish population change versus changing the behavior of individuals?***

***What segment of the population  
do the intervening variables  
suggest we should be working  
with?***

# 4 basic questions to ask about any strategy chosen

1. Does this strategy address where youth acquire alcohol?
2. Does this strategy address where youth use alcohol?
3. Does this strategy address why youth get away with using alcohol?
4. Does this strategy address what makes youth want to use alcohol?

***What segment of the population  
do these four questions suggest  
we should be working with?***

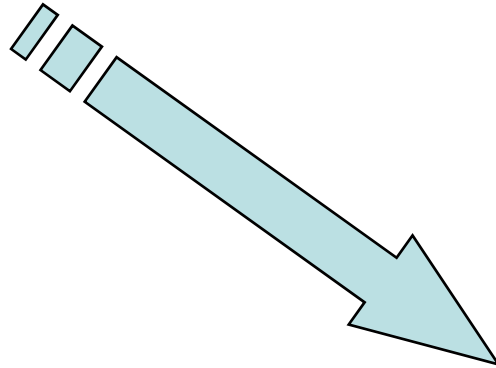
***How do we determine if the strategy we are considering is trying to accomplish population change versus changing the behavior of individuals?***

***CURRENT GROUP***  
***(YOU)***

***CURRENT GROUP  
(YOU)***



***IDENTIFY AN  
INTERVENING  
VARIABLE***

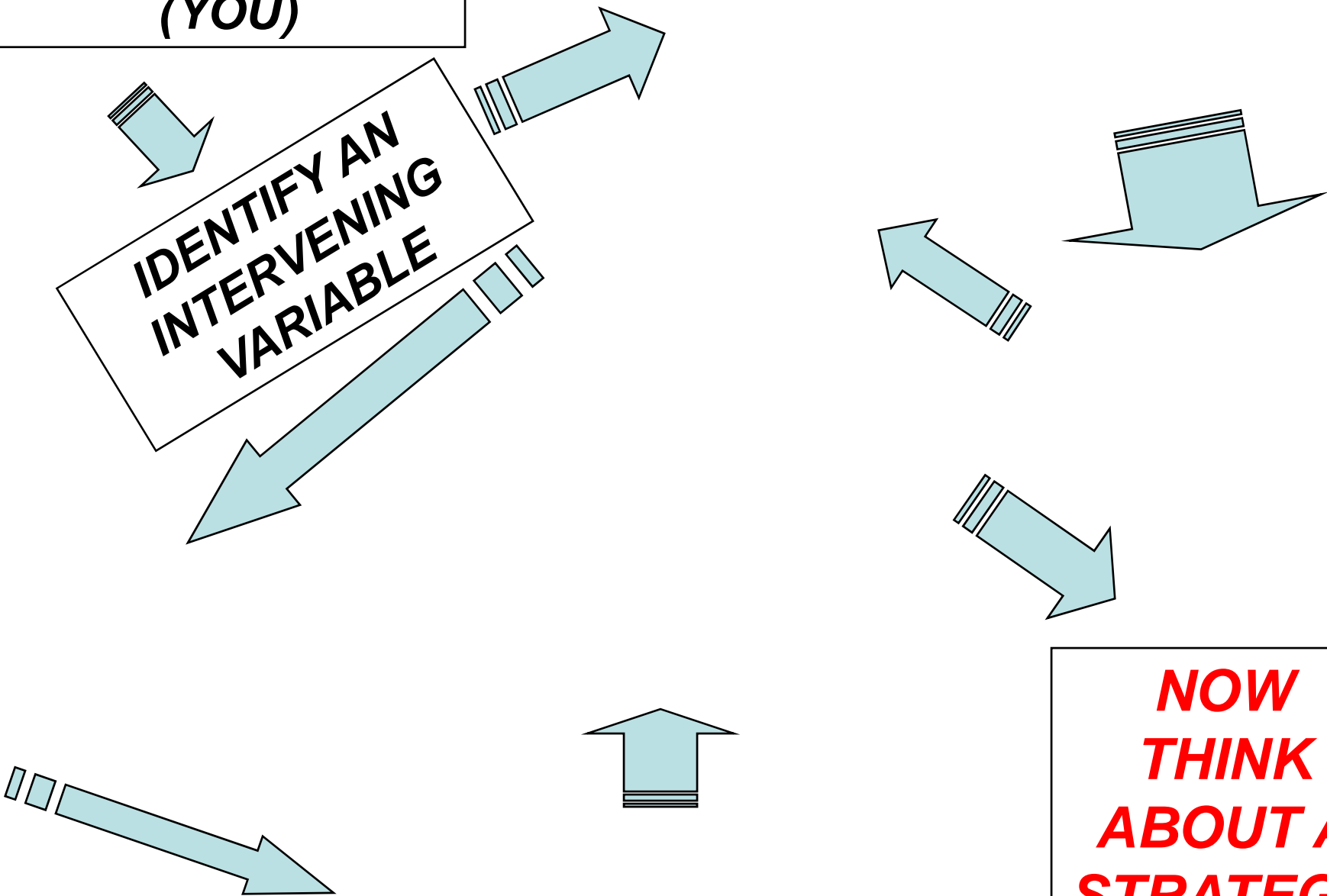


***NOW  
THINK  
ABOUT A  
STRATEGY***

**CURRENT GROUP  
(YOU)**

**IDENTIFY AN  
INTERVENING  
VARIABLE**

**NOW  
THINK  
ABOUT A  
STRATEGY**



**CURRENT GROUP  
(YOU)**

**DECIDE IF THIS ISSUE IS EVEN  
WITHIN OUR GRASP (OR IS IT A  
STATE OR NATIONAL ISSUE??)**

**IDENTIFY AN  
INTERVENING  
VARIABLE**

**FIGURE OUT  
WHO IS GOING  
TO FIGHT YOU  
ON THIS.**

**DECIDE WHO ELSE  
CARES ABOUT THIS  
(WHO ARE YOUR  
STAKEHOLDERS  
AND SUPPORTERS)**

**DETERMINE IF YOU ARE  
GOING TO NEED  
ADDITIONAL DATA OR  
"REPACKAGED" DATA TO  
DETERMINE STRATEGIES  
AND GET COMMUNITY  
SUPPORT**

**ASK YOURSELF IF  
YOUR COMMUNITY  
IS READY TO  
ADDRESS THIS.**

**NOW  
THINK  
ABOUT A  
STRATEGY**

**THROW OUT THAT ANSWER AND  
DETERMINE IF YOUR COMMUNITY IS  
READY TO ADDRESS THIS.**

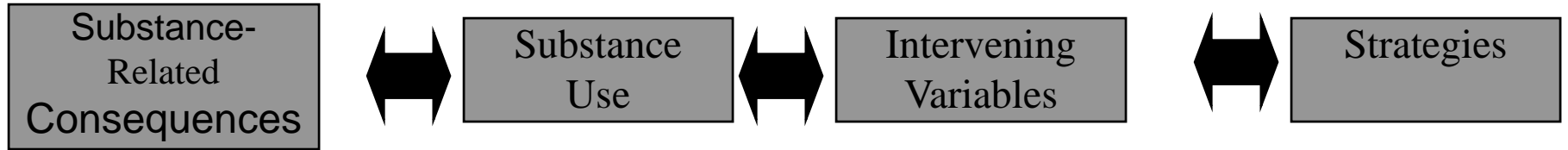
# How do we do all of those steps???

- SPF/SIG *“An Opportunity to Build Synergy in the Substance Abuse Field”*: A Guide for Michigan Communities [www.mcrud.org/spfresources](http://www.mcrud.org/spfresources)
- Communities Mobilizing for Change on Alcohol <http://www.epi.umn.edu/alcohol/cmca>
- Rand Health: Preventing Underage Drinking, Using “Getting to Outcomes” with the SAMHSA Strategic Prevention Framework to Achieve Results [www.mcrud.org/spfresources](http://www.mcrud.org/spfresources)
- FACE: Fork in the Road [www.faceproject.org/fork](http://www.faceproject.org/fork)

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***You can choose other  
intervening variables, but they  
must be justified WITH DATA***

# Economic Availability

- Center for Science in the Public Interest: Beer tax increase initiatives, [www.cspinet.org/alcohol](http://www.cspinet.org/alcohol)
- Keg Tracking if cheap beer at parties is issue
- Increase in law enforcement if perception is low
- Law enforcement tip line if community feels powerless to help

# Economic Availability

- Community mapping relating to drink specials, [www.mcrud.org/spfresources](http://www.mcrud.org/spfresources)
- Responsible Hospitality Coalitions
- Internet “stings” if this is an identified issue

# Retail Availability

- Monitoring and asking questions of Liquor Control and local law enforcement will show a shift in retail access
- LCC can provide:
  - List of area retailers
  - History of individual licensees
  - List of area licensees that have not complied
- Consistent, publicly announced compliance checks

# Retail Availability

- Responsible Hospitality Coalition
- Mapping to locate law enforcement “hotspots”, [www.mcrud.org/spfresources](http://www.mcrud.org/spfresources)
- Responsible beverage service trainings, [www.mlba.org](http://www.mlba.org)
- Municipal approval of temporary licenses
- Municipal ordinances

# Retail Availability

- Mapping or other observations of irresponsible (but not illegal) practices (large serving sizes, “edgy” promotion, cold singles near entrance/exits), [www.mcrud.org/spfresources](http://www.mcrud.org/spfresources)
- Public recognition program for “good” retailers based on your mapping findings (passing compliance checks, lack of things listed above)
- Information from and association with the Michigan Licensed Beverage Association [www.mlba.org](http://www.mlba.org)

# Social Availability

- Defining “parental provision of alcohol” and “adult provision of alcohol”
- Be very specific about where the alcohol is coming from
- Many communities are not aware that much of the alcohol is being provided by those 18 – 21 and 21 – 24 years old.
- Is this the case in your county?

# Social Availability

- Parent networks, [www.mcrud.org/spfresources](http://www.mcrud.org/spfresources)
- Parenting Awareness Michigan key contacts list, [www.preventionnetwork.org](http://www.preventionnetwork.org)
- Safe homes pledges, [www.mcrud.org/spfresources](http://www.mcrud.org/spfresources)
- Surgeon General's Call to Action on Underage Drinking Guide for Families, [www.surgeongeneral.gov](http://www.surgeongeneral.gov)
- Not in Our House materials, [www.notnrhouse.org](http://www.notnrhouse.org)
- FACE Materials, [www.faceproject.org](http://www.faceproject.org)

# Social Availability

- Meet with owners/planners at event venues
- CSPI materials regarding alcohol & sports connection, [www.cspinet.org/alcohol](http://www.cspinet.org/alcohol)
- Parent networks and student groups addressing “tailgating” at local sports events
- Quick search warrants for private residences
- Law enforcement tip lines
- Keg tracking if this is the issue

# Enforcement and Adjudication

- Contact Dianne Perukel at Office of Highway Safety Planning (517)-333-5337
- Source investigations independent of the MIP (or zero tolerance) violation
- Ingham County and Oakland County Law Enforcement surveys and discussions, Contact Marie Hansen at Prevention Network, 800-968-4968

# Enforcement and Adjudication

- Think outside of law enforcement and courts when thinking about enforcement (school policies, promoting family rules, company personnel policies, etc.)
- John Underwood materials for school athletics issues, [www.americanathleticinstitute.org](http://www.americanathleticinstitute.org)
- Review of available MIP and judicial offender classes (Some counties have a model for MIP issues independent of DUI issues)
- Parents Who Host can address both perceived enforcement AND knowledge of liability issues [http://www.drugfreeactionalliance.org/programs/parents\\_host.php](http://www.drugfreeactionalliance.org/programs/parents_host.php)

# Promotion

- Municipal restriction on local promotions
- Enforcement of currently existing state laws
- Marin institute/Play Fair sponsorship initiative  
[www.playfairmarin.org](http://www.playfairmarin.org)
- Lansing CAPITAL Coalition sponsorship initiative
- CSPI Alcohol & Sports initiative  
[www.cspinet.net/alcohol](http://www.cspinet.net/alcohol)

# Promotion

- Media Literacy for teens and adults. Grand Rapids Institute for Information Democracy, [www.griid.org](http://www.griid.org)
- Assessing alcohol advertising & promotion on the radio, [www.mcrud.org/spfresources](http://www.mcrud.org/spfresources)
- Assess alcohol advertising (product placement) and promotion kid's movies, [www.mcrud.org/spfresources](http://www.mcrud.org/spfresources)
- The Center for Alcohol Marketing and Youth, [www.camy.org](http://www.camy.org)

# Promotion

- When was the last time you visited a local party store, gas station, bar, convenience store, or grocery store and looked through the alcohol isle or display area?
- Do you know what an alcopop is?
- Do you know what an alcohol fueled energy drink is?
- Visit [www.marininstitute.org](http://www.marininstitute.org) for more information about emerging (and already popular) trends in alcohol beverages that appeal to youth.

# Social Norm

- Consider the difference between social norms and laws
- Identifying “peer pressure” vs. “perceived use by peers”
- For information on “social norms” campaigns, visit [www.mostofus.org](http://www.mostofus.org)
- Contact Marie Hansen at Prevention Network  
800-968-4968

# Mediating Resources

- Creation of or promotion of safe rides programs
- NMU example of promoting local cab companies
- BASICS (Brief Alcohol Screening and Intervention of College Students)
- Do parents in your community have a network or way to communicate?

# Mediating Resources

- Access to treatment for all (especially teens)
- Support & promotion of adolescent aftercare services (Recovery High, support groups, etc)
- Use of Brief Motivational Interviews (in higher education and in hospital settings)
- Availability & promotion of healthy alternative activities and places to hang out

# Laws and Policies

- Knowledge of and promotion of state & local laws
- Consistent enforcement & penalties in school extracurricular policies (Conference or county wide)
- American Athletic Institute, John Underwood  
[www.americanathleticinstitute.org](http://www.americanathleticinstitute.org)
- School sponsored off-premise activity policies
- YOUTH ADVOCACY: FACE, Take It Back movement [www.utakeitback.org](http://www.utakeitback.org)

# What next?

- This is obviously not THE list.
- We can be of assistance with a specific issue beyond what was presented here today.

QUESTIONS??

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